

# SECRETARY OF STATE

State Capitol, Suite 204  
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Pierre, South Dakota  
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**Chris Nelson**  
Secretary of State

Teresa J. Bray  
Deputy

August 30, 2010

Jeannie Bremer  
Professional Specialist  
Nixon Peabody, LLP  
One Embarcadero Center  
San Francisco, CA 94111

Dear Jeannie:

Our office is in receipt of your raffle request. The date of the filings is August 27, 2010. You may begin selling tickets 30 days after the filings, which would be September 27, 2010.

If there is any other way in which our office could assist you, please feel free to contact me at (605) 773-3537 or email me at [Judy.Larson@state.sd.us](mailto:Judy.Larson@state.sd.us). Thank you.

Sincerely,

Judy A. Larson  
Administrative Assistant

*Sent via email.*

NIXON PEABODY<sup>LLP</sup>  
ATTORNEYS AT LAW

RECEIVED

AUG 27 2010

S.D. SEC. OF STATE

One Embarcadero Center  
San Francisco, California 94111  
Phone: (415) 810-4202  
Fax: (866) 741-3682

Jeannie Bremer  
Professional Specialist

E-Mail: [jbremner@nixonpeabody.com](mailto:jbremner@nixonpeabody.com)

August 27, 2010

Ms. Judy Larson  
South Dakota Secretary of State  
500 East Capitol Avenue  
Pierre, South Dakota 57501-5007

*Via Electronic Mail*

Dear Ms. Larson,

I am writing on behalf of my client, The Wine Group, Inc. which is seeking approval from your office for a sweepstakes program for one of its wine brands, Cupcake Vineyards.

The Wine Group is sponsoring a sweepstakes program for its brand, Cupcake Vineyards, entitled "Bake Up the Next Batch of Cupcake Wine". The sweepstakes will begin on October 1, 2010 and will conclude on December 31, 2010. The one and only prize for its sweepstakes program will be awarded on January 17, 2011.

The sweepstake's one and only winner will receive a catered "Cupcake Vineyards Blending Session" ("Party") with Cupcake Vineyards' Director of Winemaking Adam Richardson for the winner and up to 19 friends. Party will be held at a location near the winner's residence (as determined by Sponsor in its sole discretion). Party must be held by June 30, 2011. The approximate retail value of the prize is \$4,800.00.

The sweepstakes will be open to legal residents age 21 and over at the time of entry. The sweepstakes will be offered in all states except Alaska and California and elsewhere if prohibited by law. Individuals can find information on how to enter the sweepstakes at the point of sale in retail locations or via the Cupcake Vineyards website ([www.cupcakevineyards.com/sweepstakes](http://www.cupcakevineyards.com/sweepstakes)). The sweepstakes will be promoted at the point of sale in off-premise locations.

I am enclosing the following materials related to the program for your consideration:

- 1) Copy of the complete sweepstakes rules and abbreviated rules.
- 2) Copy of point of sale materials promoting the sweepstakes.
- 3) Copy of tear-off sheets available at point of sale promoting the sweepstakes and information on procedures for entering the sweepstakes.

- 4) Copy of the sweepstakes pages from the official Cupcake Vineyards website including rules and electronic entry form ([www.cupcakevineyards.com/sweepstakes](http://www.cupcakevineyards.com/sweepstakes)).

We greatly appreciate your taking the time to review these materials and hope to obtain approval for this sweepstakes program. Should you need additional information or if you have any questions about the program, please feel free to contact me at any time. My contact information can be found at the top of this page.

On behalf of The Wine Group, I thank you for your consideration of our sweepstakes approval request.

Kindest regards,

**Jeannie**

Jeannie Bremer